

Free



Gift!



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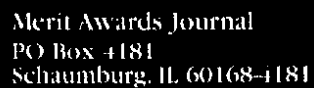
01/2012
© Philip Morris Inc. 1-1-12

8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.




2061140389



Limited to smokers 21 years of age or older.

DM263 TMR
MERIT AUGUST CATALOG
CATALOG/OUT ENVELOPE/MAP/COUPONS

9999999999999999
Mr. Sample A. Sample
123 Any Street
Any Town US 12345-6789

A standard linear barcode consisting of vertical black bars of varying widths on a white background, used for automated mail sorting.

The 1997 Merit Awards Catalog is here!
Sit back, relax and enjoy the ride.

2061140390



Awards 1997

Table of Contents

Get Packing
4-5

The Great Lakes
6-7

The Big Sur
8-9

The Outer Banks
10-11

The Gulf Coast
12-13

How To Order
14

Order Form
15



Your
Free
Awards
Gift



Uni.
Unit

8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

EXPIRES: 6/15/90



BONUS!
5 UPCs



MANUFACTURER'S COUPON EXPIRES: 11/30/97



\$100 OFF!
a Carton or
4 Packs.



MANUFACTURER'S COUPON EXPIRES: 11/30/97



\$100 OFF!
a Carton or
4 Packs.



MERIT

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

999999999999999
Mr. Sample A. Sample
123 Any Street
Any Town US 12345-6789

Merit wards




9999999999999999
Mr Sample A. Sample
123 Any Street
Any Town US 12345-6789

A standard linear barcode representing the address information above it.

9999999999999999
Mr Sample A. Sample
123 Any Street
Any Town US 12345-6789




A standard 1D barcode representing the address information above it.

Merit wards



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Merit wards



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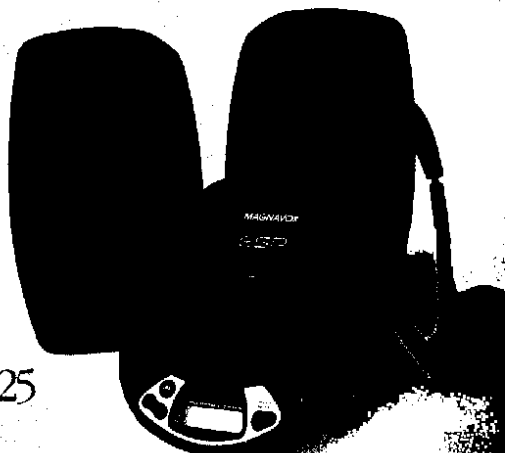


GET PACKING

Getting there is half the fun. Especially when you bring along a few well-chosen travel partners. Start off with the essentials here. Then move on to the following pages. You'll find plenty of great Merit Awards to choose from.

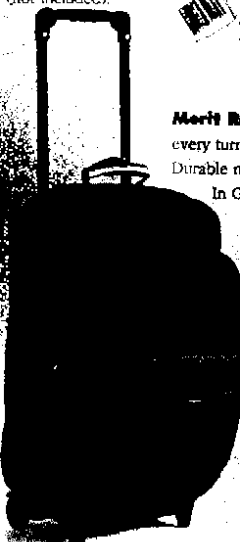
Magnavox® Car & Personal CD Player.

Your favorite CDs sound great on the road or at home with the Magnavox Car & Personal CD Player. 20-track programmable, shuffle, random play, easy-on-the-road operation. Heavy-duty casing and Electronic Shock Protection for bumps in the road; dual 2-watt active speakers included for home use. In Black. Car cigarette lighter adapter plus 110V AC/DC adapter included. Requires 4 "AA" batteries (not included).



425

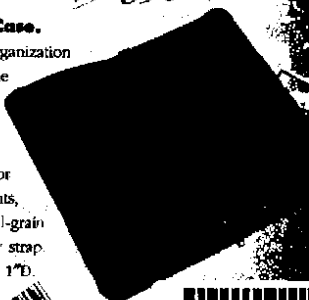
Merit Roller Bag/Backpack. Finally, a bag flexible enough to keep up with every turn in the road. One rugged roller bag unzips into a backpack and day pack. Durable nylon shell, heavy-duty wheels, strong zippers, 17" telescoping tote handle. In Green. Full size: 21"H x 14"W x 7"D.



350

Merit Leather Travel Case.

When you're on the road, organization makes the ride smoother. The Merit Leather Travel Case keeps important information at your fingertips. Zippered organizer, card holder, interior change and pen compartments, plus handy outer pocket. Full-grain all-leather construction. Carry strap. In Brown. 9 1/2"H x 5 1/2"W x 1"D.



90



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Zippo® Lighter. The Windy City isn't the only place a Zippo Wind-Proof Lighter comes in handy. Known world over for its dependable wind-beating spark-wheel flint mechanism, this Zippo features a slim design for easy handling and an attractive matte finish. Lighter. And reliable. In Blue.

40

8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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The GREAT LAKES

Huron, Erie, Superior, Michigan and Ontario: five lakes so vast and deep they're sometimes simply known as the Third Coast. An intriguing diversity of watery retreats, woodland lodges, and lake shore cities lure many of the Great Lakes have inspired a flavor and lifestyle to match.

Merit Suede Barn

Jacket. Inspired by lake-side strolls and unhurried errands on crisp autumn days. The Merit Suede Barn Jacket features a removable wooly-soft collar, cozy wool-blend lining, adjustable waist and cuffs for loose/snug fit. The brass-like Freeman closures and zipper add rugged accents. 8 pockets for Michigan apples and other goodies. In Dark Brown.

Unisex: S, M, L, XL, XXL.

425



Merit Fleece Throw. Grab a book and curl up with the Merit Fleece Throw. Double-sided, fully reversible poly fleece. Whip stitching on edges. Leather-like carter brass-like buckle and riveted handle included for warmth. In Blue/Tranquil Green or Green.

Size: 50" x 60"

150


Merit Fleece Slippers. Perfect for peddling around home, the Merit Fleece Slippers are the ultimate relaxation on a chilly fall morning. The soft interior lining keeps the Merit Fleece Slippers cozy and comfortable all day long after season. Unisex.

125



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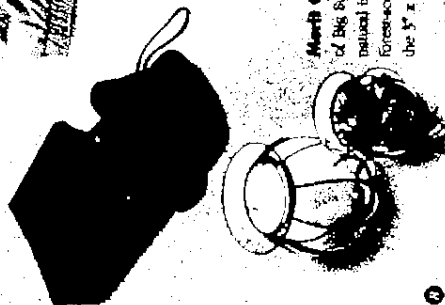


It takes a rugged jacket to take on the ocean cliffs of Big Sur. The Merit High Tek Jacket is lightweight, yet offers heavy-duty shelter from wind and rain. 100% nylon rip-stop shell "breathes" to let moisture out but not in. Interior mesh lining, arm vents and detachable hood, plus four outer pockets complete this versatile panel. Machine washable.

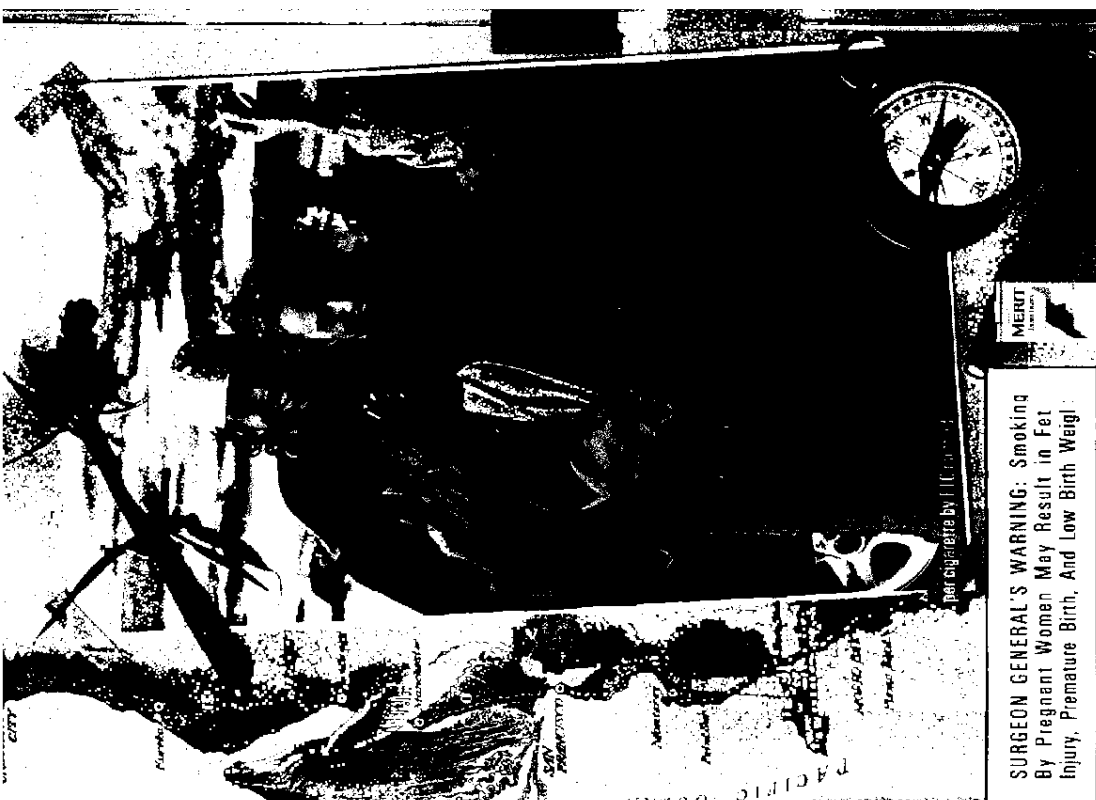
In Yellow; Blue as shown. Unisex:
S, M, L, XL



View-Master Blackboards. For whale watching off the coast, or sporting events closer to home, the View-Master Blackboard is a portable, rugged, and durable way of bringing the action up close. Black rubberized coating for durability. Center focus, 4 x 30 magnification, and roll-down eye cups for sharp images. Carrying case.



North Candle/Potpourri Set. Bring home the nation of Big Bear with the North Candle/Potpourri Set. Complete the national trio holders, blown green-tinted glass candle and forest-scented potpourri. To add a warm and fragrant glow, the 5" x 4" vanilla-scented pillar candle.



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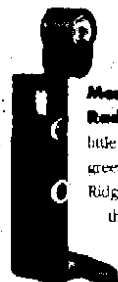
THE OUTER BANKS

A place of firsts: some of the first colonies of the New World, the first flight; but save the Outer Banks for your last stop. The hospitality and robust flavors of the region stretch from the Barrier Islands inland to the Blue Ridge Mountains, and are best savored at a leisurely pace.

Merit Weathered Jersey.

For weekends in Kitty Hawk or evenings on the deck at home, comfort is the name of the game. And the Merit Weathered Jersey plays it well. Zip chest pocket, ribbed cuff and hem, plus brass-finish zipper-front placket for upscale casual look. Pigment-dyed 90/10 cotton/poly blend. In Blue or Green. Unisex: S, M, L, XL.

125



Merit Flashlight/Radio.

Bring along a little light and music and greet the day from the Blue Ridge Mountains. Or, store the Merit Flashlight/Radio in your car as an emergency light when you need a

backup. Slim all-in-one casing fits well in hand, pocket or glove box. AM/FM radio, warning flasher, plus high-power swivel light for odd angles. Requires 4 "AA" batteries (not included).

100

Merit Tek Tool.

The Merit Tek Tool is versatile enough for around the house or around the dunes. Handy tools include: wire cutters and stripper, pliers, wood saw, two blades, metal file, screwdrivers. Spring-locking clip and sure-grip handle. Sturdy carry case included. In Black.

80





the GULF COAST

The Cajuns

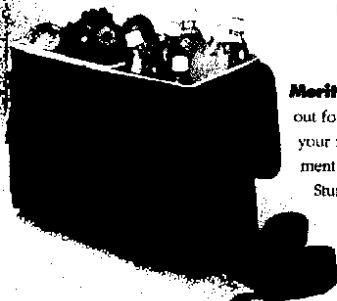
have a saying: "let the good times roll." And it sums up the Gulf Coast perfectly. From bayous to Mardi Gras, from Port Arthur to Dauphin Island, the times are had by all. So bring your appetite for fun: this zesty jumbo of tastes and styles is on the menu year round.

Brothers® Regional Blend Coffee

Beans. Perk up your day with hand-picked gourmet beans from Brothers. Your choice of one of three favorites—French Vanilla Decaf, Breakfast Blend and Hazelnut—has been specially-packaged for your enjoyment. Sunup or sundown, the perfect complement to lighting a smooth Merit is a piping hot cup of Brothers.

Each Flavor:

30



Merit Roller Cooler. Fill up the Merit Roller Cooler and roll out for a day on a Dauphin Island beach. Or bring it along on your next tailgate party back home. Thermal interior compartment keeps up to 48 cans of your favorite beverage icy cold. Sturdy carrying straps, long pull handle and easy rolling wheels. Rigid lid insert helps prevent crushing. Extra storage pocket. In Blue. 18"W x 14 1/2"H x 12"D.

5 mg "tar," 0.4 mg nicotine av. per cigarette by FTC method.

Toastmaster® Coffee Maker/Grinder

The Toastmaster Coffee Maker/Grinder for fresh brewed coffee like they make it in Louisiana. Built-in grinder for gourmet beans. Permanent cone filter. Filter basket. Disassembles for easy cleaning. 5-cup capacity. Make a great cup of coffee to get the morning rolling Louisiana style! In Black.



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100